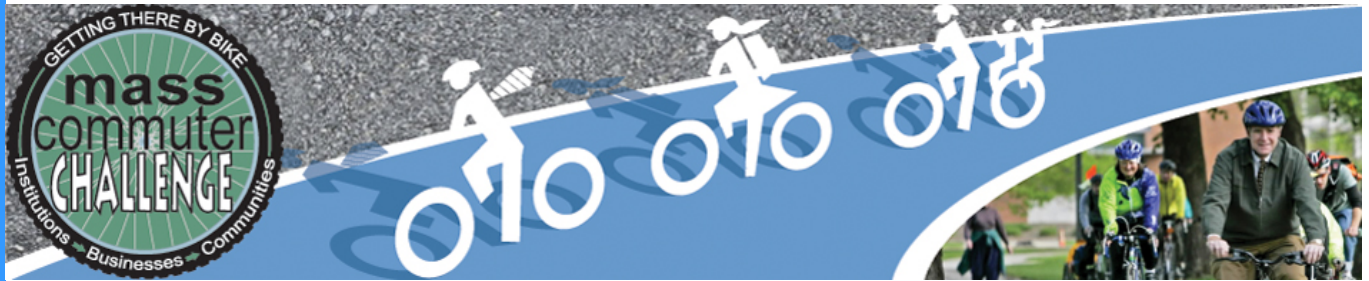




## NSTMA Promotes Bay State Bike Week 2011/MassCommuter



Are you looking for reasons to **save money** at the gas pump, reduce your dependence on foreign oil, increase your fitness, reduce obesity, and leave your car at home? Bay State Bike Week 2011 is just around the corner! Beginning in April through the end of May, the NSTMA will be promoting Bay State Bike Week 2011 and participating in the MassCommuter Challenge, sponsored by MassCommute.

The NSTMA would like to ensure you have all the information you need to get involved. Below are the details for the Bay State Bike Week 2011.

**Bay State Bike Week 2011/MassCommuter Challenge Dates: Monday May 16<sup>th</sup> - Friday May 20<sup>th</sup>**

**Registration: Ongoing through May 20<sup>th</sup>—Register at [www.NorthShoreTMA.org](http://www.NorthShoreTMA.org)**

At the end of April, MassCommute will hold a formal kick-off registration party. Invitees to this special event will include team representatives, public officials, and interested riders. Last year's kick-off featured Massachusetts Secretary of Transportation Jeffrey Mullan and Boston Bicycle Programs Coordinator Nicole Freedman.

*(continued on page 3)*



## NSTMA Promotes NuRide

The NSTMA partners with the Massachusetts Department of Transportation (MassDOT), to offer **NuRide**. NuRide is a new state-of-the-art, on-line ridematching and alternative commute tracking system. NuRide is the nation's largest **rewards program** for commuters who take **greener trips**. A **greener trip** is when you don't drive solo and instead choose an alternative mode – bike, walk, carpool, vanpool, telecommute, take public transit (subway, train, bus, ferry) or even work a compressed week.



**Get rewards for greener trips – sign-up, track your savings, get rewards, and redeem NuRide points toward rewards of your choice. NSTMA member employees receive 1,000 NuRide points for signing up. Use promo code [NORTHSHORETMA](http://www.northshoretma.org) during sign-up/registration.**

**NuRide allows commuters to:**

- Earn 1,000 NuRide points for signing up – use promo code [NORTHSHORETMA](http://www.northshoretma.org)
- Track your **greener trips** or alternative modes of transportation
- Track your savings (car emissions reduced, gallons of gas saved, money saved)
- Earn NuRide points by taking **greener trips**
- Redeem your NuRide points for rewards
- Find a carpool mate or commuter companions

**You can learn more about NuRide and sign-up at [www.northshoretma.org](http://www.northshoretma.org)**

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## First ECO Awards Ceremony Honors NSTMA Members

In a Massachusetts first, **MassCommute** has forged a new partnership with the Massachusetts Department of Transportation (**MassDOT**) to publicly recognize the Bay State employers that have taken the biggest steps to reduce greenhouse gas emissions through decreased drive-alone trips by encouraging employees to travel to work by transit, carpools, vanpools, bicycling or walking – or through support of telework and flextime programs.



The **Massachusetts Excellence in Commuter Options Awards (ECO)** will be the state's signature event promoting commuter alternatives and saluting businesses that have made the greatest commitments to improving air quality and reducing traffic congestion in Massachusetts.

"As gas prices rise and companies look to expand their commitments to sustainable practices, we are delighted to launch this annual awards program with MassCommute and MassRIDES," said Jeffrey Mullan, MassDOT Secretary and CEO. "By recognizing the employers who have demonstrated strong support for commuter options, we salute them and hope that their examples will lead more employers to see the benefits of commuter programs."

MassCommute Managing Director David Straus added, "The efforts of Massachusetts employers to provide exemplary commuter programs not only benefits their employees but all commuters throughout the Commonwealth. By subsidizing transit passes and offering services like the Guaranteed Ride Home program, tens of thousands of employees are able to leave their cars at home, lessening congestion and saving money. We join MassDOT in applauding the more than 100 organizations that are being recognized as ECO Employers.

On April 1, Massachusetts employers were invited to the Great Hall at the State House for an ECO Awards Ceremony to be honored for their efforts to reduce drive-alone commute trips. Employers who have met the criteria for one of three levels of achievement - *Pacesetter*, *Leader* and *Pinnacle* – will receive TDM (Transportation Demand Management) Achievement Awards for outstanding performance. Winning employers will be recognized for the subsidies, policies and other benefits that they offer to motivate their employees to leave their single-occupancy vehicles at home in favor of alternative travel options.

ECO's three tiers of measurable performance criteria start with the *Pacesetter* level. *Pacesetter* employers are MassRIDES partners or TMA members who offer four designated transportation benefits to employees. To qualify for either of the top two ECO tiers (*Leader* and *Pinnacle*), a company must be a TMA member unless located outside a TMA service area.

As a *Leader* (the second tier) an employer must also offer at least three from a menu of ten additional benefits. To meet the criteria for the 3<sup>rd</sup> and highest tier – the *Pinnacle* level - an employer must offer an additional three TDM measures to their employees.

In February, Massachusetts employers completed an on-line questionnaire in which they indicate the TDM benefits that they offer. Using information gleaned from the completed surveys, MassDOT and MassCommute representatives determined which businesses met the designated criteria.

**NSTMA member employers Axcelis, the City of Salem, MiddleOak, and Sylvania were honored at the Leader level, while NSTMA member Cummings Center earned the highest level of achievement—Pinnacle. Mayor Kim Driscoll received the first annual Municipal Leadership Spotlight Award for the City's efforts to start and financially support the NSTMA and its commitment to sustainability programs.**

## North Shore TMA Elects Board Members

**NSTMA** members recently elected a **new Board of Directors** for a 2-year term. Serving from January 2011—December 2012 are: **Tina Cassidy—City of Beverly, Lynn Duncan—City of Salem, Karen Nelson—Town of Danvers, Karen Sawyer—City of Peabody, Suzanne Wilson—MiddleOak and Steve Roberge—Axcelis.** After certification of the Board election, the Board of Directors elected its Executive Committee: President Tina Cassidy, Treasurer—Lynn Duncan, and Secretary—Steve Roberge. Congratulations to all and welcome to new Board members Steve Roberge and Suzanne Wilson who will enrich the professional assets of the NSTMA by helping to guide the TMA and support policy development.

## NSTMA Bay State Bike Week 2011 / MassCommuter Challenge—from page 1

General registration in the MassCommuter Challenge opens Sunday, May 1, 2011. Registration is on-line ([www.NorthShoreTMA.org](http://www.NorthShoreTMA.org)) and participation is simple. Individuals pledge the number of miles they intend to ride during Bay State Bike Week and these miles are then tabulated and attributed towards their company team and home municipality.

Participants keep track of their team's progress using the [MassCommuter Challenge Leader Board](#). Make sure that your company team is registered by check the MassCommuter Challenge website ([www.MassCommuterChallenge.org](http://www.MassCommuterChallenge.org)). If your team is not registered it's easy to add your company team to the MassCommuter Challenge. The teams with the most mileage pledged in each of the 13 different categories (based on participant size) will be acknowledged at the **MassCommuter Challenge Bike Bash on Wednesday, May 25, 2011, 5 PM—8PM, Flattop Johnnies, 1A Kendall Square, Cambridge**. All participants are welcome to attend this annual event with free appetizers, a cash bar, and loads of raffle prizes. Come mingle with other bikers, share your commute stories, and make new friends!

## North Shore TMA Award Recipients

### Promotion

Green to Work Annual Raffle  
 Holiday "Stress Free" Promo  
 Winter Promotion—NuRide  
 GtW Raffle Winner—January

### Awards

\$500 Gift Card  
 \$150 Spafinder Gift Card  
 \$200 AMEX Gift Card  
 \$25 Gift Card

### Winner's Name & Company

John Cross—OSRAM SYLVANIA  
 Susan Dubois—Middle Oak  
 Julia Medina—City of Salem  
 Roger Hunt—OSRAM SYLVANIA



**John Cross** from **OSRAM SYLVANIA** was the winner of the NSTMA Green to Work annual raffle. **Congratulations John!** Pictured with John is **Marci Piper** also from **OSRAM SYLVANIA**. Thanks Marci for all your support!



**Julia Medina** (center) from the **City of Salem** is pictured accepting her award from NSTMA staff **Al Marrone**. Also pictured on the left is **Paul Marquis**, Salem's Sustainability Manager.



**Reminder – Signup for NuRide** to track your greener trips during Bay State Bike Week 2011 / MassCommuter Challenge. Earn 1,000 NuRide points for signing up and 100-200 NuRide points for each biking trip to/from work/home. Go to [www.northshore.org](http://www.northshore.org) and click on the NuRide icon to signup and start earning points towards great prizes.

## Spring 2011 Calendar of Events

<p><b>Wednesday</b> <b>April 6, 2011</b> 12 PM – 1:30 PM</p> <p><b>Bay State Bike Week On-site Registration–Main Event</b> <u>Lunch will be provided</u></p> <p><b>Axcelis</b> 108 Cherry Hill Drive, Main Cafeteria Beverly, MA</p>	<p><b>Wednesday</b> <b>April 13, 2011</b> 12 PM – 1:30 PM</p> <p><b>Bay State Bike Week On-Site Registration Event #2</b></p> <p><b>City of Salem 3rd Floor, Main Conference Room</b> 120 Washington Street Salem, MA</p>	<p><b>Thursday</b> <b>April 14, 2011</b> 11:30 AM – 1:30 PM</p> <p><b>Bay State Bike Week On-Site Registration Event #3</b></p> <p><b>OSRAM SYLVANIA Cafeteria</b> 100 Endicott Street Danvers, MA</p>	<p><b>Monday</b> <b>April 18, 2011</b></p> <p><b>Bay State Bike Week/ MassCommuter Challenge T-shirt Deadline</b></p> <p>Participants who register after April 18, 2011 cannot be guaranteed a t-shirt.</p>
<p><b>May 16 - 20, 2011</b></p> <p><b>NSTMA Bay State Bike Week On-Site Breakfast Events</b></p> <p>Enjoy a light breakfast, T-shirts distribution, &amp; on-site biker check-in locations listed below.</p>	<p><b>Thursday</b> <b>May 19, 2011</b> 2:30 PM – 4:30 PM</p> <p><b>North Shore TMA Board Meeting</b></p> <p><b>MiddleOak</b> One Holyoke Square Salem, MA</p>	<p><b>Wednesday</b> <b>May 25, 2011</b> 5:30 PM – 8:30 PM</p> <p><b>Bay State Bike Week Bike Bash</b></p> <p>Flat Top Johnny's 1A Kendall Square Cambridge, MA</p>	

### On-site Breakfast & Check-in Locations/Dates/Times

<u>Date:</u>	<u>Time:</u>	<u>Company/Address:</u>
Monday, 5/16	7:00—9:00 AM	100-L Cummings Center, Beverly, MA
Tuesday, 5/17	7:00—9:00 AM	OSRAM SYLVANIA 54 Cherry Hill Drive, Danvers, MA
Wednesday, 5/18	7:00—9:00 AM	MiddleOak / City of Salem—One Holyoke Sq., Salem, MA
Thursday, 5/19	7:00—9:00 AM	OSRAM SYLVANIA 100 Endicott St., Danvers, MA
Friday, 5/20	7:00—9:00 AM	Axcelis, 108 Cherry Hill Drive, Beverly, MA

## The 93Fast14 Project

During the Summer 2011, MassDOT will replace 14 deteriorated bridge superstructures on Interstate I-93 in the city of Medford, MA (roughly between the Mystic River and The Middlesex Fells Reservation). The superstructure replacements that are the core of the 93 Fast 14 project will take place on weekends in June, July, and August (except for the 4th of July).

MassDOT's Accelerated Bridge Program has chosen an innovative approach to replacing the bridges that will expedite the work so that construction will be complete in 2011. Typically, this type of bridge replacement would take at least five years – the 93 Fast 14 project will be complete in one year.

MassDOT will use modular bridge technology, enabling much of the work to be performed off-site. Replacement (modular bridge) units will be built, shipped to each location, and put into place using heavy lifting equipment. By erecting the bridges over weekends, MassDOT will not impact weekday traffic flow.

The modular bridge units will be installed in a short period of time, requiring brief, temporary traffic crossover lanes rather than long-term staged construction. Work to set up the crossover lanes will begin on Friday nights at 8:00 PM. The crossover lanes will be in place beginning at 10:00 PM on Friday and end before 5:00 AM on Monday.

**The NSTMA's website will provide you with daily updates of I-93 Northbound and Southbound lane closures, detours, and how the construction project may impact traffic flow. Be on the lookout for more information.**

